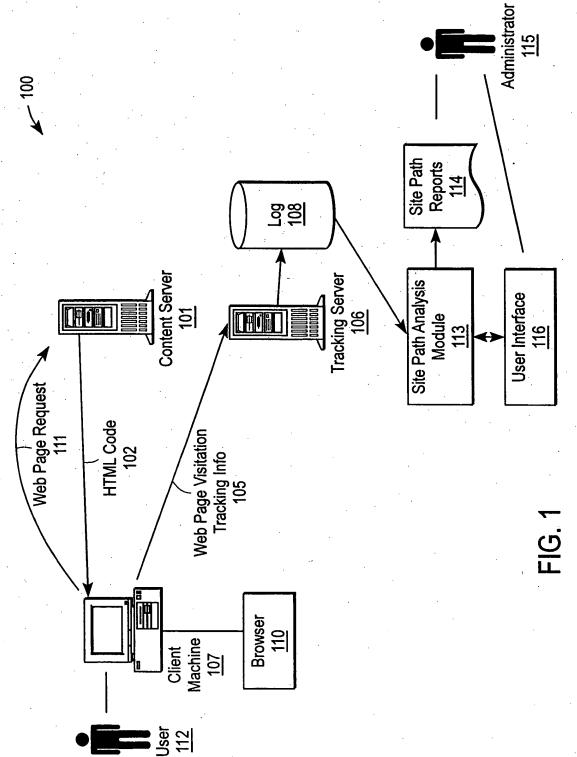


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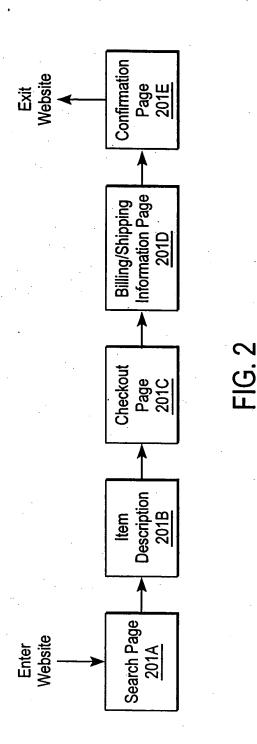
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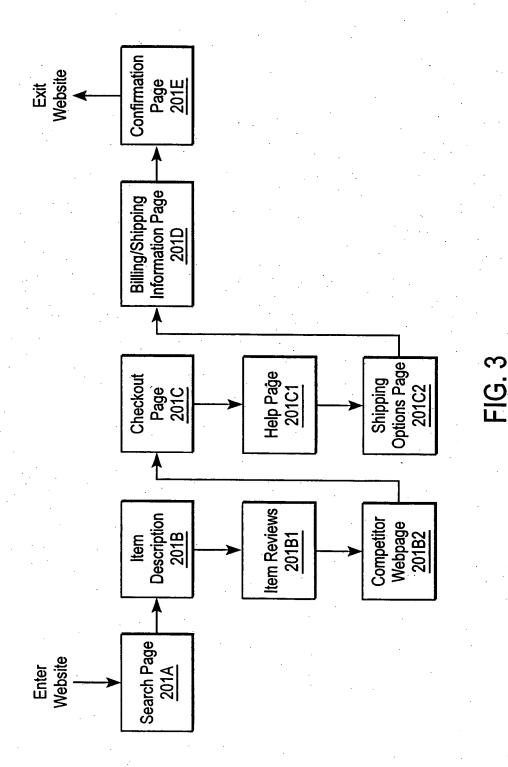
Inventor: Brett Error and John Pestana

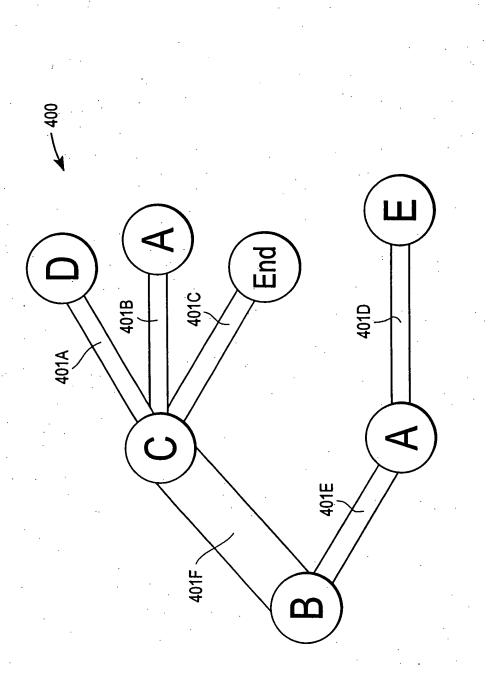
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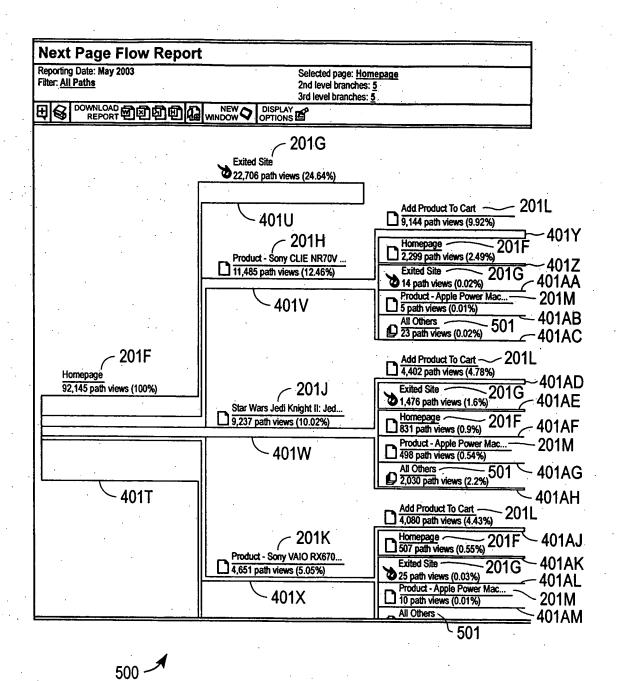


FIG. 5

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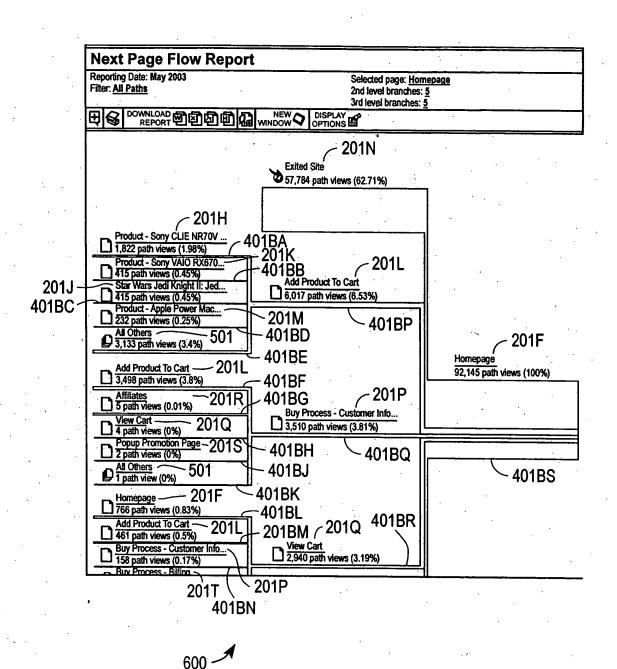


FIG. 6

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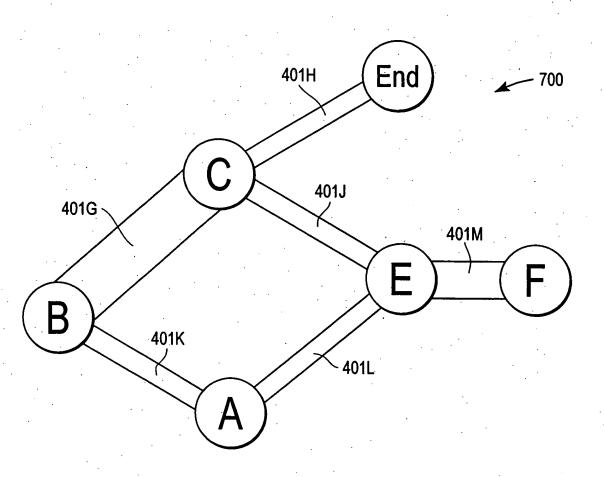


FIG. 7

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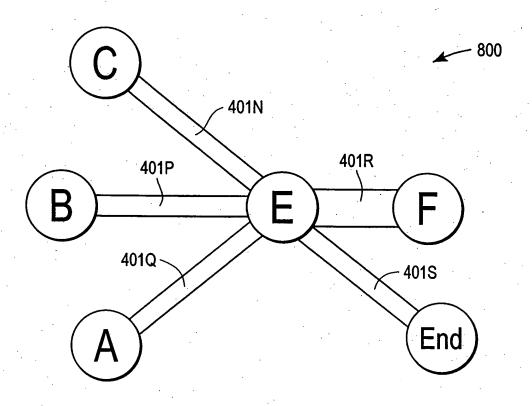


FIG. 8

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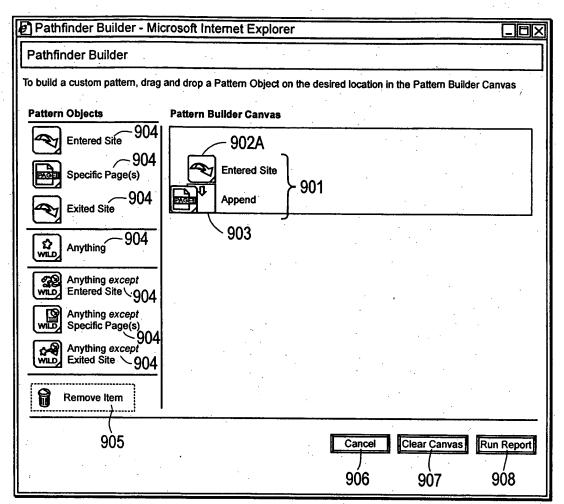


FIG. 9A

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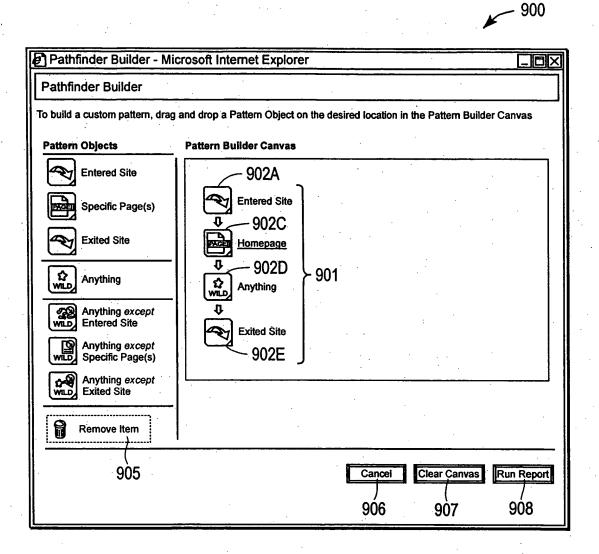


FIG. 9B

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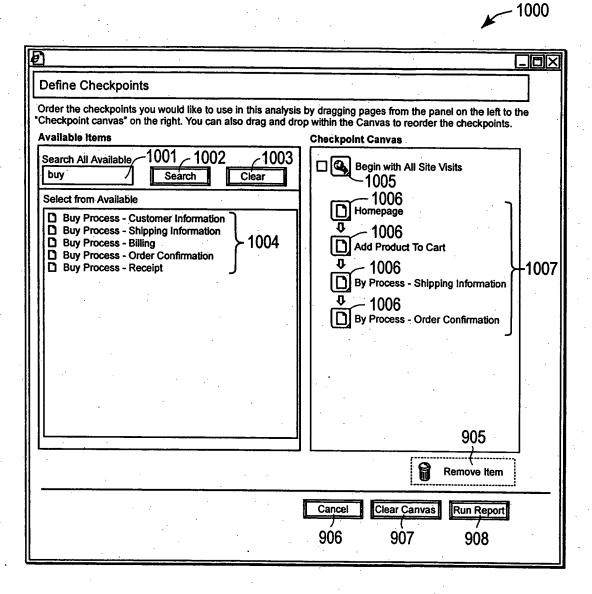


FIG. 10

Path Data

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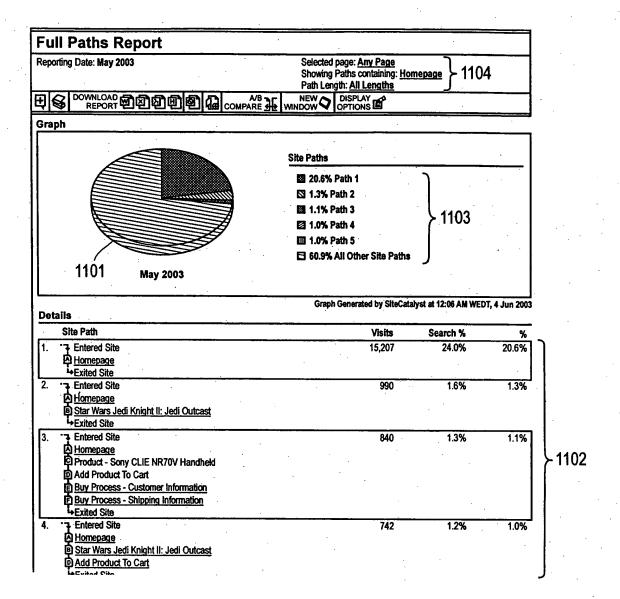


FIG. 11

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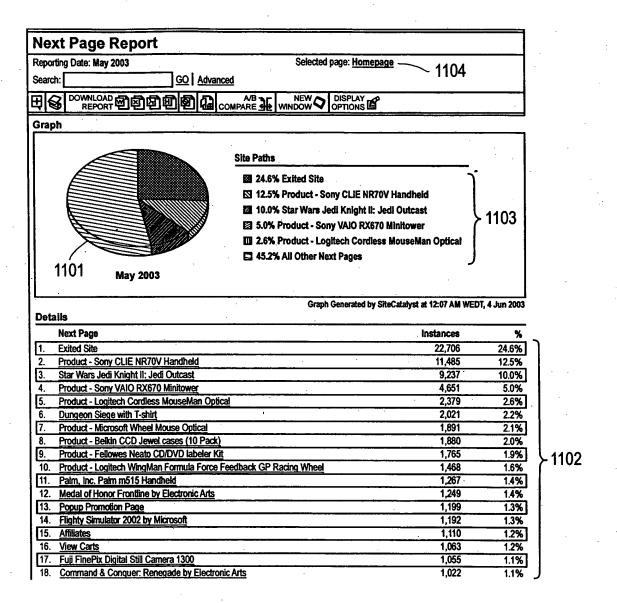


FIG. 12

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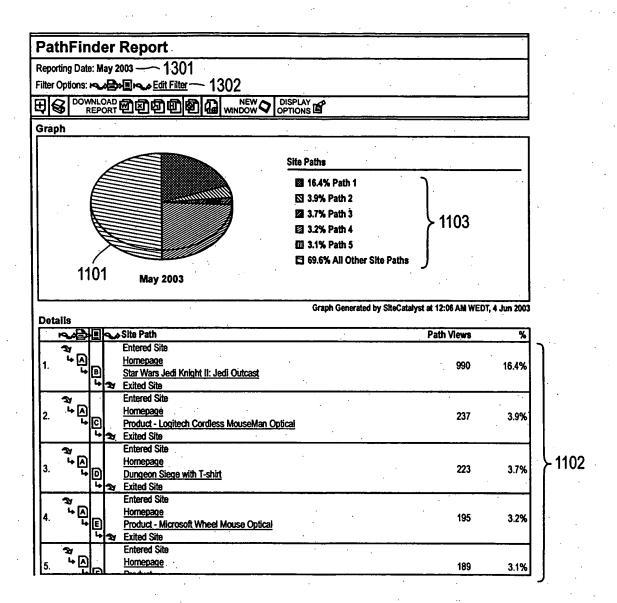


FIG. 13

1401 **Fall-out Report** Reporting Date: May 2003 Process: Edit Checkpoints 田 S DOWNLOAD 中国国内国国国 **Checkpoints Analysis Visits Process** <u>Homepage</u> 63,321 100.0% Add Product To Cart 33,238 52.5% 1402 Buy Process - Shipping Information Buy Process - Order Confirmation 3,072 Total Conversion = 3,072 (4.9%) Total Fall-out = 60,249 (95.1%) **Conversion and Fall-out Summary Conversion % Summary** Fall-out % Summary 1. Homepage 1. Homepage Add Product To Cart 3. Buy Process - Shipping Information Ţ. <u>/////</u> 22% 4. Buy Process - Order Confirmation 4. Buy Process - Order Confirmation 1404 Powered by Optimum Path Till Report Generated by SiteCatalyst at 12:11 AM WEDT, 4 Jun 2003 1403

Serial No.: 10/609,008

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Path Data

FIG. 14A

1400-

1401 **Fall-out Report** Reporting Date: May 2003 Process: Edit Checkpoints DOWNLOAD 中国国间 Checkpoints Analysis 1405 Visits **Process** 1409 63,321 100.0% Open URL in now window 48% Lost Site Traffic 1408 33,238 52.5% 1408 1402 Finding Methods 1408 Pages 1407 Complete Paths Buy 13,927 **Advanced Analysis** 1408 Previous Page Next Page Previous Page Flow 1408 Next Page Flow 3,072 1408 Total Conversion = 3,072 (4.9%) Total Fall-out = 60,249 (95.1%) **Conversion and Fall-out Summary Conversion % Summary** Fall-out % Summary 1. Homepage Homepage 2. Add Product To Cart 3. Buy Process - Shipping Information 4. Buy Process - Order Confirmation 1404 Powered by Optimum Path The Report Generated by SiteCatalyst at 12:11 AM WEDT, 4 Jun 2003

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FIG. 14B

1403

Page Summary Report Reporting Date: May 2003 Selected Page: Homepage Navigation <u>Homepage</u> 62.71% Referrers, Search Engines and Exits Bookmarked/Typed Previous Page % **Next Page** 1505 6.5% Add Product To Cart Product - Sony CLIE NR7.0V Ha. 12.5% 37.29% Buy Process - Customer Inform... 3.8% Star Wars Jedi Knight II: Jedi O... 10.0% 3.2% View Cart Product - Sony VAIO RX670 M. 5.0% Popup Promotion page 3.0% Product - Logitech Cordless Mo... 2.6% All other previous pages 20.7% All other next pages 45.3% 1501 1502 Graph 5,000 4,000 3,000 2,000 1503 1,000 Selected Month 4 weeks prior 52 weeks prior Graph Generated by SiteCatalyst at 12:11 AM WEDT, 4 Jun 2003 Page Metrics 1. Total Page Views during this reporting period 99,138 page Views 2. Percentage of all page views 27.9% 1504 Visits where this was an Entry Page 57,784 Visits

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1500

Visits where this was an Exit Page

FIG. 15

22,706 Visits

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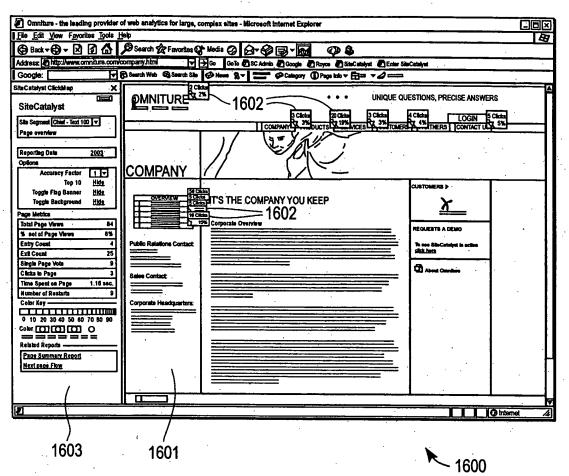


FIG. 16